

Double win for Square Peg International at Institute of Consulting awards 2011

Square Peg International, a Business Consulting Practice from Surrey, was a double winner at this year's Institute of Consulting Awards on 20th October in London. Proving that bigger isn't necessarily better, this boutique consultancy was named Practice of the Year and its director, Phoebe Dunn won the coveted title of Consultant of the Year.

The Institute of Consulting awards recognise outstanding examples of consulting in action and entrants are judged based on their strategies, projects and performance, backed up by evidence of success and benefits delivered to clients.

To win 'Practice of the Year' Square Peg International received glowing testimonials from clients including Coca-Cola, who praised the firm for its 'top-quality work delivered with creativity and integrity' and Birds Eye Iglo Group, who said the company has: "First class consultants and advisors working to improve business performance and productivity". Square Peg is a business consultancy that specialises in the supporting leaders and their teams through change and transition – and specifically in finding the sweet spot between strategy, leadership and people practices.

Square Peg was also singled out by Dr. Joe O'Mahoney, a lecturer in Organisational Analysis at Cardiff Business School and author of the recent report, 'Management Innovation in the UK Consulting Industry' published in partnership with the Institute of Consulting. According to Dr. O'Mahoney, 'Square Peg demonstrates the importance of developing innovative practices through skilled individuals working with clients on a day-to-day basis'

'Consultant of the Year' Phoebe Dunn was recognised for her outstanding work with clients including Coca-Cola, where she supported a major reorganisation project across 38 countries and Birds Eye Iglo Group. She was also praised highly for her executive coaching work for executives within a British Airways subsidiary.

Phoebe joined Square Peg as a Consultant in 2004, qualified as a Certified Management Consultant in 2007 and since 2008 has managed the global Coca-Cola Company account and many international assignments for other clients. She has made a huge contribution to the business success and during 2010 exceeded her annual sales target by 61% - in tough market conditions.

Phoebe Dunn, Director of Square Peg International commented: “We’re delighted to win not one but two Institute of Consulting awards! The consulting marketplace is increasingly cluttered, so it’s great that our innovative and collaborative approach to working *in partnership* with clients has been recognised – our focus has always been on developing long term client relationships based on trust and sustainable and mutual success. On a personal level, I am thrilled to win Consultant of the Year and be singled out from a field of high calibre consultants. My clients include some of the world’s biggest brands like The Coca-Cola Company (in Europe, Africa and the Middle East), Birds Eye Iglo and The Mileage Company, who know a thing or two about quality and value in consulting partners so to have their endorsements means a great deal! What’s more the Institute of Consulting is the standard bearer for the industry, so to be recognised by them is fantastic.”

“Our clients are in high stake businesses with a lot at risk, likewise we know that our reputation is on the line in everything we do. We are thrilled that our track-record has led to this honour,” she added.

Huw Hilditch-Roberts, director in charge of the Institute of Consulting said: “Square Peg is a shining example of how a small consultancy can produce truly outstanding work. Interestingly, the company recognised for its achievements working with clients on major transitions and in difficult times – which is what quality consultancy should be about particularly in the current business climate. Square Peg has set incredibly high standards and raised the bar in terms of a benchmark for others to follow.”

NOTES TO EDITORS

About the Institute of Consulting

- The Institute of Consulting (IC) is the professional body for consultants and advisers in the UK, representing over 5,500 members
- IC offers members a comprehensive range of practical products and services including online resources and the National Register.
- It is the only organisation in the UK able to award the Certified Management Consultant qualification and is accredited to do so by the International Council of Management Consulting Institutes.